

Subject: Re: Signage
From: JOHN WALKER <john@thescbd.com>
Date: 05/16/2018 05:20 PM
To: Ricardo Valverde <sgpricardo@gmail.com>
CC: Sam Martello <greenpawman@gmail.com>

Hello Ricardo:

I have copied Sam on this reply and have just spent the better part of an hour re-reading the Plan, the Mural Ordinance and speaking on the phone.

When I was first applying and pushing the permits, one of the things that we fought hard on was to (grandfather in) the existing sign space. We won that with an appeal and today, that simply would not happen. It's way too large and now, it is configured by all the SIGNAGE (advertising the company name) all around the property to come to a total.

Now, as all of this relates to the "mural", because you have "Sam's Green Paw" configured everywhere, it would not be allowed. A "mural" is something totally different.

You will definitely need to apply for a Permit - which you can do online. Just go to lacity.org and put in the application. So that you are clear, Murals are one thing and Signs another. You, or someone has tried to meld the two but that probably won't fly....Since I am a Commissioner in the City I can't make the application but, as I said it's really straight-forward and you can do it online, probably in just 5 minutes. Keep in mind that the ADDRESS is Ventura Blvd and that was something we had to deal with all through our process. There are even more rigid rules now.

I do believe that the easiest thing to do is just put in the application, show the idea as is and present it as a Mural. The City will tell you what is and isn't allowed.

Let me know if you have any questions that I might be able to help with.

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On May 16, 2018, at 3:46 PM, Ricardo Valverde <sgpricardo@gmail.com> wrote:

Hey that's great! Thanks again for your help.

On Wed, May 16, 2018 at 3:41 PM John Walker <john@thescbd.com> wrote:
Hello Ricardo - -

I have been very busy and we (the City) just concluded the biggest budget in our history!!!!

Now that I SEE what is being planned, and because it appears on the entire side of the property, which is visible from Ventura Blvd., it might be prudent to get the approval of the Planning Review Board (PRB). Murals are considered signage (any image) beyond what is allowed must be approved but, what is being planned is not directly on Ventura Blvd., so it becomes cloudy.

I will submit this directly to the President of the PRB and as soon as she replies, I will forward the info.

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[<LogoProposalMarch Signature.jpg>](http://LogoProposalMarch Signature.jpg)
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On May 16, 2018, at 3:17 PM, Ricardo Valverde <sgpricardo@gmail.com> wrote:

Hi John!

Hope you're doing well I haven't seen you in a while! Thank you for giving us the information. I'm attaching the designs of what we want to do on the exterior of the building. We plan on painting the images (the grass, logo, etc.) so technically it's more of a mural than signage? Do we need to get a permit to have this done?

I read section 8 about signage so not even sure if this would be considered a

<IMG_4587.jpg>
<IMG_4436.jpg>
sign.

Thanks again John!

On Wed, May 16, 2018 at 2:53 PM Sam Martello
<greenpawman@gmail.com> wrote:

----- Forwarded message -----

From: Sam Martello <greenpawman@gmail.com>

Date: Wed, May 16, 2018 at 2:53 PM

Subject: Re: Signage

To: John Walker <john@thescbd.com>

Will do, thanks!

On Wed, May 16, 2018 at 2:52 PM John Walker
<john@thescbd.com> wrote:

Hi Sam -

I received a question about signage going into your business - so I am sending you a link to tell you what is allowed according to our plan so that there is no issue down the road.

Since I do not know what your intending, click on the link below, go to Section 8 and take a look. If you have questions after, please feel free to give me a call.

[Ventura/Cahuenga Boulevard Corridor Specific Plan - Los Angeles](#)

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